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DOI: <https://doi.org/10.22598/at/2020.32.2.141>**Milan OPLANIĆ*****Tajana ČOP******Ana ČEHIĆ*****

MASLINARSKI TURIZAM: RAZUMIJEVANJE MOTIVACIJA POSJETITELJA MUZEJA

OLIVE TOURISM: UNDERSTANDING VISITORS' MOTIVATIONS

SAŽETAK: Maslinarski turizam razvija se u ponudi turističkih destinacija kao važan oblik turizma posebnih interesa u okviru gastronomije, koji povezuje posjetitelje s maslinovim uljem i kulturom maslinarstva u destinacijama koje posjećuju. Glavni je cilj rada razumjeti motivaciju posjetitelja muzeja maslinovog ulja s trgovinom putem kvalitativnog i kvantitativnog pristupa. Kvalitativno prikupljanje podataka provedeno je dubinskim intervjuima na uzroku posjetitelja, dok su kvantitativni podaci prikupljeni metodom ankete te analizirani pomoću T-testa i eksplorativne faktorske analize. Dobiveni rezultati opisuju profil prosječnog posjetitelja, pri čemu je utvrđena značajna razlika među posjetiteljima prema zemlji dolaska i motiva za posjet muzeju. Općenito, posjetitelji koji dolaze iz područja proizvodnje maslinova ulja više su motivirani za posjet muzeju. Identificirane su tri osnovne komponente motivacije: „Značajke maslinovog ulja“, „Uživanje“ i „Novosti“.

KLJUČNE RIJEČI: maslinarski turizam, motivacija posjetitelja, Istra, Hrvatska

ABSTRACT: Olive tourism is developing in the offer of tourism destinations as an important form of special interest tourism within gastronomy connecting visitors with olive oil and the culture of olive growing in the destinations they visit. The main objective of this paper is to understand the motivations of the visitors of an olive oil museum with its shop through qualitative and quantitative approaches. Qualitative data collection was carried out through in-depth interviews with visitors, while quantitative data collection was carried out through a survey and the data was analysed with a t-test and an exploratory factor analysis. The obtained results describe the average profile of visitors and established a significant difference among them with relation to the country of origin and the motives for visiting the museum. In general, the visitors coming from an olive oil production area were more motivated to visit the museum. Three basic components of motivation have been identified: 'Olive oil features', 'Enjoyment' and 'Novelties'.

KEY WORDS: olive tourism, visitors' motivation, Istria, Croatia

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1. UVOD

Gastronomija privlači posjetitelje autentičnom i jedinstvenom ponudom hrane i pića tijekom putovanja koje može biti međunarodno, regionalno ili lokalno (Williams *et al.*, 2014). Ona je jedan od aduta Istarskog poluotoka za privlačenje posjetitelja. Prema motivima dolaska turista, Istarska županija ima najviše rangirani motiv uživanja u jelu i piću, odnosno gastronomiji, u odnosu na ostale jadranske županije (Institut za turizam, 2014). Gastronomska je ponuda na poluotoku razvijena i kvalitetno predstavljena. Tradicionalna jela i proizvodi najčešće se predstavljaju posjetiteljima u objektima kao što su konobe, restorani, tematski gastro-muzeji, specijalizirane trgovine delikatesama, a vrlo se često i sama poljoprivredna gospodarstva diverzificiraju u turizmu pa posjetiteljima nude usluge prehrane i smještaja na svojim gospodarstvima. Ovakva agroturistička gospodarstva fokusirana su na gastronomsku ponudu tradicionalnih jela spremljenih od lokalnih namirnica. Istovremeno, javljaju se specijalizirana gospodarstva koja naglasak stavljaju na svoj osnovni poljoprivredni proizvod, kao što je slučaj s maslinovim uljem. Proizvođači maslinovog ulja u svojim kušanicama predstavljaju vlastite proizvode, ali i njihovu nematerijalnu vrijednost u obliku izravnog pristupa i edukacije posjetitelja. Osim na ovakvim gospodarstvima, povijest maslinarstva te kultura uzgoja maslina i proizvodnje maslinova ulja predstavljaju se u tematskim muzejima, na specijaliziranim sajmovima i manifestacijama, vođenim obilaskom maslinika i uljara itd. Takav specifičan oblik turizma povezan s maslinarstvom poznat je kao maslinarski turizam, odnosno oblik turizma u kojemu se posjetiteljima nude iskustva, doživljaji i emocije temeljene na maslinama, maslinovom ulju te specifičnostima lokaliteta uzgoja maslina.

Maslinarski turizam uključuje ponudu turističkih sadržaja na maslinarskim gos-

1. INTRODUCTION

Gastronomy attracts visitors with an authentic and unique food and beverage offer during travels that can be international, regional, or even local (Williams *et al.*, 2014). It is one of the trump cards of the Istrian peninsula for attracting visitors. According to the motives of tourists coming to the Adriatic counties, the Istria County is associated with the highest-ranked motive of enjoying food and drink and gastronomy (Institut za turizam, 2014). The gastronomic offer on this peninsula is developed and well presented to visitors. Most often, traditional dishes and products are offered to visitors in premises such as taverns, restaurants, themed gastronomic museums, specialized delicacy shops, and very often farms diversify into the tourism sector, offering visitors food and accommodation services on their farms. The agritourism farms are focused on the gastronomic offer of traditional dishes prepared from local ingredients. There are also specialized farms that focus on the basic product that they produce, such as olive oil, where producers present the product to visitors in their tasting rooms, offering them intangible value related to the product in the form of direct access and education. Apart from these farms, the history of olive growing and the culture of olives and olive oil cultivation is presented to visitors in Istria in the form of thematic museums, oil mills, olive groves, etc. This form of special interest tourism associated with olive growing is known as olive tourism, that is, a form of tourism in which visitors are offered experiences, sensations and emotions based on olives, olive oil, and the specific conditions of olive growing localities.

Olive tourism includes the offer of tourist activities on olive farms, oil mills, and other stakeholders involved in olive growing, as well as activities related to the use of olive oil in the hospitality sector (Alonso and North-

podarstvima, uljarama i kod drugih dionika u maslinarstvu, kao i aktivnosti povezane s korištenjem maslinovog ulja u ugostiteljstvu (Alonso i Northcote, 2010). Posjetitelji mogu uživati u pejzažima stoljetnih maslinika i posjetiti uljare kako bi saznali više o proizvodnji maslinovog ulja i kušali ulja različitih sorti karakterističnih za određenu destinaciju (Millán *et al.*, 2018).

Općenito, maslinarski turizam predstavlja novu dimenziju promoviranja maslinova ulja kao proizvoda koji ima kulturni identitet u životu zajednica na ruralnom prostoru (Campón-Cerro *et al.*, 2014) te kao dodatnu poslovnu priliku poljoprivrednicima na područjima na kojima se masline uzgajaju (Ruiz, 2011). Procjenjuje se da maslinarski turizam ima pozitivne učinke na razvoj ruralnog područja te se predviđa trend rasta potražnje za ovim specifičnim oblikom turizma (Millán *et al.*, 2018).

Maslinarstvo je jedna od dohodovno važnih poljoprivrednih aktivnosti za relativno veliki broj poljoprivrednih gospodarstava u Istri. U posljednjih 20-ak godina sektor maslinarstva na poluotoku doživljava svojevrsnu renesansu. Povećanjem broja stabala, uvođenjem suvremenih tehnologija u proizvodnju i preradu maslina, kao i skladištenjem maslinova ulja, postignuti su rezultati koji istarska maslinova ulja po kvaliteti svrstavaju u sam svjetski vrh.

Istraživanje motivacije važno je zbog povećanja kvalitete i usklađivanja ponude maslinarskog turizma sa željama posjetitelja radi postizanja njihovog većeg zadovoljstva. Motivacija podrazumijeva općenitu psihološko-biološku potrebu ili želju, gdje unutarnja snaga potiče određeno ponašanje (Dann, 1981; Pearce, 1982). Zadovoljstvo je ključan element u planiranju turističkog proizvoda koji potiče potrošače na lojalnost prema potrošnji proizvoda, usluga i ponovnom posjetu (Kozak i Rimmington, 2000). Nadalje, kako bi se identificirala obilježja odnosno profil turista koriste se sociodemografske varijable i varijable ponašanja na putovanju. One se

cote, 2010). Visitors can enjoy the landscapes of centuries-old olive groves and visit oil mills to learn more about olive oil production and taste different oil varieties specific to a destination (Millán *et al.*, 2018).

Generally, olive tourism represents a new dimension in the promotion of olive oil as a product with a cultural identity in the life of rural communities (Campón-Cerro *et al.*, 2014), and as an additional business opportunity for farmers in areas where olives are cultivated (Ruiz, 2011). It is estimated that olive tourism has positive effects on rural development, and a trend of increase in demand for this form of special interest tourism is predicted (Millán *et al.*, 2018).

Olive growing is one of the most important income-generating agricultural activities for a relatively large number of farms in Istria. In the last 20 years or so, the olive-growing sector on the peninsula has experienced a renaissance. Increasing the number of trees, the introduction of modern technologies in the production and processing of olives, as well as the storage of olive oil, have achieved results that place Istrian olive oils at the very top of the world in terms of quality.

Researching motivation is important because of the increase of quality and coordination of the offer of olive tourism with the demands of visitors for the purpose of satisfying them as much as possible. Motivation implies a general psychological/biological need or desire where an inner force encourages a particular behaviour (Dann, 1981; Pearce and Caltabiano 1983). Satisfaction is a key element in tourism product planning that incentivises consumers to be loyal with regard to the consumption of products, services, and return visits (Kozak and Rimmington, 2000). Furthermore, in order to identify the characteristics, i.e. the profile of tourists, socio-demographic variables and travel behaviour variables are used. The same variables are applied in the analysis of satisfaction and loyalty (Ozdemir *et al.*, 2012). According to the aforementioned facts, the

primjenjuju i u analizama zadovoljstva i lojalnosti (Ozdemir *et al.*, 2012). Prema navedenom, u planiranju ponude relativno novog oblika turizma posebnog interesa potrebno je istražiti motivaciju i profil sudionika maslinarskog turizma. Za provedbu istraživanja odabran je muzej maslinova ulja kao dio ponude maslinarskog turizma koja sadrži široki raspon aktivnosti i mogućnosti za posjetitelje. Cilj je rada utvrditi profil i komponente motivacije posjetitelja za posjet muzeju maslinova ulja s trgovinom.

2. PREGLED LITERATURE

U znanstvenoj literaturi postoji nekoliko sličnih definicija za maslinarski turizam, turizam maslinova ulja ili *oleotourism*. López *et al.* (2013) opisuju turizam maslinova ulja kao oblik turizma motiviran bilo čime što ima veze s maslinovim uljem i resursima vezanim za uzgoj maslina (zemlja, voda, ruralno područje, kultura i klima), kao i njegovu posebnost tipično mediteranskog proizvoda. *Oleotourism* je oblik turizma povezan s gastronomijom, osobito čest u ruralnim područjima, koji sadrži suštinu kulture svijeta maslinarstva, produbljujući znanje o svemu što je povezano s maslinovim uljem, uključujući hranu, tipičnu arhitekturu uklopljenu u maslinike, kozmetičke i zdravstvene tretmane te opuštanje. Maslinarski turizam izravno je povezan s agroturizmom, a prepliće se i s kulturnim i zdravstvenim turizmom (Guerra *et al.*, 2011; López-Guzmán i González Fernández, 2011). Maslinarski turizam ujedno je i oblik izravnog marketinga između proizvoda od maslina i potrošača, generirajući dodatni dohodak za proizvođača (Alonso i Krajsic, 2013).

Kod odabira najpogodnijeg naziva u hrvatskom jeziku važno je istaknuti kompleksnost ovog specifičnog oblika turizma koji objedinjuje sve povezano s maslinama, i to: 1) proizvode od maslina: maslinovo ulje, prirodnu kozmetiku, konzervirane masline i paste na bazi maslina, čajeve, suvenire od

process of planning the offer of a relatively new form of special interest tourism requires the exploration of the motivation and profile of participants in olive tourism. An olive oil museum was selected for the research as part of the olive tourism offer containing a wide range of activities and opportunities for visitors. The aim of the paper is to determine the profile and components of visitor motivation to visit an olive oil museum with shop.

2. LITERATURE REVIEW

Scientific literature has a few relatively similar definitions for olive tourism, olive oil tourism, or oleotourism. López *et al.* (2013) describe olive oil tourism as tourism motivated by anything related to olive oil and the resources related to olive cultivation (land, water, countryside, the culture, or the climate), as well as its uniqueness, making it a typically Mediterranean product. Oleotourism is a form of gastronomy-related tourism that is particularly common in rural areas, and which allows the essence of the culture encompassing the olive world to be captured, while expanding the knowledge about everything connected to olive oil, including food, the ways in which typical architecture has been integrated into the olive groves, beauty and health treatments, and relaxation. Olive tourism is directly related to agritourism, and at the same time runs parallel to cultural and health tourism (Guerra *et al.*, 2011; López-Guzmán and González Fernández, 2011). Olive tourism is also a form of direct marketing between olive products and consumers, generating additional income for olive growers (Alonso and Krajsic, 2013).

When choosing the most suitable name for this form of special interest tourism in the Croatian language, it is important to emphasize its complexity, which connects everything related to olives: 1) olive products: olive oil, natural cosmetics, canned olives, and olive pastes, teas, olive wood souvenirs, etc., 2) the environment: landscapes with young and centu-

maslinova drva itd., 2) okruženje: krajolike s mladim i stoljetnim maslinicima, 3) infrastrukturu: uljare i maslinarska gospodarstva, oleoteke, muzeje i interpretacijske centre. Iz navedenog može se ustvrditi da je prikladan naziv ovog oblika turizma u hrvatskom jeziku „maslinarski turizam“ jer su njime pokrivene sve aktivnosti i motivi koji mogu biti povezani s maslinama i njihovim proizvodima. U kategorizaciji maslinarskog turizma treba istaknuti da je to oblik turizma posebnih interesa. Razvojem turizma i povećanjem broja aktivnosti slobodnog vremena raste i broj specifičnih oblika turizma (Douglas *et al.*, 2001), koji su smatrani „vodećom silom u širenju turizma“ (Hall i Weiler, 1992:5). Turizam ne treba gledati isključivo kao izvor novca već kao industriju iskustava koja u spoju s kulturom kod posjetitelja generira doživljaje (Tolić, 2020). Poznato je da turisti žude za emocijama i doživljajima, oni traže personalizirana iskustva koje mogu naći u ambijentu, atmosferi, nematerijalnoj kvaliteti (Opaschowski, 2001) i vrlo često žele kupiti proizvod koji osim primarne svrhe nudi i dodatne nematerijalne vrijednosti. U skladu s navedenim, maslinarski turizam u Istarskoj županiji, osim primarnog proizvoda maslinova ulja, pruža posjetiteljima i niz emocija putem različitih elemenata i aktivnosti opisanih u Tablici 1.

Prema definicijama, elementima i aktivnostima maslinarskog turizma, predstavljanim u dosadašnjem tekstu i Tablici 1, može se zaključiti da bi uz maslinike trebala postojati i infrastruktura koja će posjetiteljima ponuditi iskustvo i motivaciju za korištenje ovakvih turističkih sadržaja.

Maslinarski turizam ima poveznicu s kulturnim turizmom (Alonso i Krajsic 2013; Millán *et al.*, 2014; Tudisca *et al.*, 2015; Millán-Vazquez de la Torre *et al.*, 2017; Richards, 2018), agroturizmom (Alonso i Krajsic, 2013; Millán *et al.*, 2014; Tudisca *et al.*, 2015) i kulinarским (gastronomskim) turizmom (Alonso i Krajsic, 2013; Millán *et al.*, 2014; López Guzman *et al.*, 2016). Hernán-

ry-old olive groves, 3) infrastructure: oil mills and olive farms, oleotheques, museums, and interpretation centres. The aforementioned elements make it clear that *maslinarski turizam* (English: olive tourism) is indeed the appropriate term for this form of tourism, since it encompasses all activities and motives that may be associated with olives and their products. With regard to the categorization of olive tourism, it should be noted that it is one of the forms of special interest tourism (SIT). By developing tourism and increasing the number of leisure activities, the number of forms of special interest tourism, which is considered as the “prime force in the expansion of tourism” (Hall and Weiler, 1992:5), has also increased (Douglas *et al.*, 2001). Tourism should not be perceived exclusively as a source of funds; in fact, tourism is an industry of experiences that, in conjunction with culture, generates experiences for visitors (Tolić, 2020). Tourists are well-known to be eager for emotions and experiences; they seek emotions that they can find in the surrounding, atmosphere, intangible quality (Opaschowski, 2001) and often want to buy a product that offers additional intangible values besides its primary purposes. With the development in accordance therewith, beside the primary product of olive oil, olive tourism also provides visitors with a range of emotions through various elements and activities described in Table 1.

According to the definitions, elements and activities presented so far, as well as Table 1, it can be concluded that there should be infrastructure, apart from olive groves, offering tourists the experience and motivation to participate, thus facilitating olive tourism development.

Olive tourism has links to cultural tourism (Alonso and Krajsic 2013; Millán *et al.*, 2014; Tudisca *et al.*, 2015; Millán-Vazquez de la Torre *et al.*, 2017; Richards, 2018), agro-tourism (Alonso and Krajsic, 2013; Millán *et al.*, 2014; Tudisca *et al.*, 2015), and culinary (gastro-) tourism (Alonso and Krajsic, 2013; Millán *et al.*, 2014; López Guzman

Tablica 1: Elementi i aktivnosti maslinarskog turizma dostupni u Istarskoj županiji

Red. broj	Objekti i elementi	Broj objekata otvorenih za posjetitelje	Objašnjenje o ponudi
1.	Uljare	19	Posjeti uljarama koje su otvorene za posjetitelje tijekom berbe i prerade, kao i u ostatku godine. Tijekom posjeta obično se organizira degustacija maslinovog ulja i ostalih proizvoda na bazi maslina.
2.	Maslinarska gospodarstva	118	Posjeti gospodarstvima koja se bave maslinarstvom i koja su otvorena za posjetitelje, degustacija maslinovog ulja i ostalih proizvoda obično se organizira tijekom posjeta.
3.	Muzeji i interpretacijski centri posvećeni maslinama i maslinovom ulju	1	Edukacija posjetitelja o tradiciji i baštini maslinarstva i proizvodnji maslinovog ulja.
4.	Specijalizirane trgovine maslinovim uljima (<i>oleoteke</i>)	5	Posjeti specijaliziranim trgovinama maslinovog ulja koje nude široku paletu maslinovih ulja različitih sorti i ostalih proizvoda od maslina koje proizvode lokalni proizvođači.
5.	Maslinici	3.648 ha	Posjeti i šetnje po maslinicima kao elementima pejzaža. Odnosi se posebice na stoljetne i ekološke maslinike. Jedna je od glavnih aktivnosti u maslinicima sudjelovanje u berbi maslina.
6.	Ceste maslinova ulja	1	Unaprijed pripremljeni itinerari za posjetitelje - Ceste maslinovog ulja koje povezuju dionike ponude maslinarskog turizma (proizvođače, ugostitelje itd.).
7.	Događanja/sajmovi posvećeni maslinama i maslinovom ulju	5	Posjeti tematskim događanjima i sajmovima posvećenim maslinama i maslinovim uljima.
8.	Zaštićene oznake maslinova ulja	1	Zaštićene oznake izvornosti doprinose autentičnosti i povećanju kvalitete proizvoda pojedine maslinarske regije.

Izvor: Alonso i Northcote, 2010; Guerra et al., 2011; Murgado, 2013; Campon-Cerro et al., 2014; Tudisca et al., 2015; Millán Vázquez de la Torre et al., 2017; Vodič „Istra gourmet“ 2019/2020, Agencija za plaćanje u poljoprivredi ribarstvu i ruralnom razvoju, 2018; službene stranice Ministarstva poljoprivrede, 2019

dez-Mogollón et al. (2019) dijele radove na temu maslinarskog turizma u tri kategorije, i to one koji istražuju ponudu, potražnju i potencijal razvoja ovog oblika turizma. Istraživanjem provedenim u Andaluziji utvrđen je prosječni profil posjetitelja, a to je muška osoba, starija od 45 godina, sa srednjom razinom obrazovanja, prihodima između 1.001

man et al., 2016). Hernández-Mogollón et al. (2019) divide the papers in the field of olive tourism into three categories, namely, those exploring the offer, demand and potential for the development of this type of tourism. A research conducted in Andalusia determined the average profile of visitors, more specifically, a person who is male and over the age

Table 1: Elements and activities of olive tourism available in Istria County

Number	Objects and elements	Number of facilities open to visitors	Explanation of the offer
1	Oil mills	19	Visits to oil mills that are open to visitors during harvesting and processing and throughout the rest of the year. Tastings of olive oil and other olive products are usually organized during visits.
2	Olive farms	118	Visits to farms engaged in olive cultivation which are open to visitors; tastings of olive oil and other olive products are usually organized during visits.
3	Museums and interpretation centres dedicated to olives and olive oil	1	Visitor education on the tradition and heritage of olive growing and olive oil production.
4	Specialized olive oil shops ("oleotheques")	5	Visits to specialized olive oil shops offering a wide range of olive oils and other olive products of local producers.
5	Olive groves	3,648 ha	Visits and walks through olive groves that constitute landscape elements, particularly centuries-old and organic olive groves. Participation in olive harvesting activities is one of the main activities in olive groves.
6	Olive oil roads	1	Pre-arranged itineraries for visitors – Olive oil roads connecting the stakeholders of olive tourism (producers, caterers, etc.)
7	Events/fairs dedicated to olives and olive oil	5	Visits to themed events and fairs dedicated to olives and olive oils.
8	Protected geographical indications	1	Protected designations of origin contribute the authenticity and increased quality of the products of particular olive growing regions

Source: Alonso and Northcote, 2010; Guerra et al., 2011; Murgado, 2013; Campon-Cerro et al., 2014; Tudisca et al., 2015; Millán Vázquez de la Torre et al., 2017; Guidebook – Istra Gourmet, wine and gastronomy of Istria 2019/2020; Official page of the Paying Agency for Agriculture Fisheries and Rural Development, 2018; Official pages of the Ministry of Agriculture, 2019)

i 2.000 eura mjesečno, oženjena, s prebivalištem u Andaluziji (Millán et al., 2018). Turisti koji sudjeluju u maslinarskom turizmu su osobe koje su motivirane za dubljim proučavanjem kulture maslina i maslinovog ulja te istovremeno sudjeluju u nekoj od gore navedenih aktivnosti, a da pritom ne moraju provoditi vrijeme na jednom određenom mjestu (Millán Vázquez de la Torre et al.,

of 45, with a secondary level of education, of an income between 1,001 and 2,000 euros per month, married and predominantly Andalusian (Millán et al., 2018). Tourists participating in olive tourism are people who are motivated to study the culture of olives and olive oil in depth, and at the same time participate in one of the aforementioned activities without having to spend time in one

2017). Motivacija za sudjelovanjem u maslinarskom turizmu profilira među posjetiteljima segment turista koji žele više znati o lokalnim proizvodima s posebnim fokusom na maslinovo ulje u regijama gdje se proizvodi (Murgado, 2013). Istraživanjem motivacije za posjet muzeju maslinova ulja u destinaciji Extremadura u Španjolskoj ustanovljeno je da više od 90% posjetitelja dolazi iz Španjolske, dok su 65,4% turisti s prebivalištem unutar destinacije. Vodeći motiv za posjet destinaciji je upravo upoznavanje lokalne kuhinje ($M=4,79$) i upoznavanje kulture ekstrasjedičanskih maslinovih ulja ($M=4,64$) (Folgado-Fernandez *et al.*, 2019).

Dio istraživanja fokusira se na namjeru maslinara da prošire svoju djelatnost na aktivnosti turizma. Upravo su maslinari koji diverzificiraju svoju poljoprivrednu djelatnost u turizmu ti koji doprinose povećanju znanja, potrošnje i očuvanju kulture maslinova ulja i maslinarstva (Alonso i Krajsic, 2013). Na odluku za diverzifikaciju poljoprivrednih gospodarstava u turizmu utječe procjena rizika, odnosno procjena ekonomskih i tržišnih uvjeta, pristup resursima, uključujući dostupnu radnu snagu te životni stil (Northcote i Alonso, 2011).

Istražena je ponuda maslinarskog turizma u regiji Jaén, Španjolska, a glavne smjernice za budući razvoj su potreba uključivanja maslinarskog turizma u svakidašnji život lokalnog stanovništva, proizvođača maslinova ulja, u strategiju razvoja lokalne samouprave te potrebu stvaranja specifične marke, s ciljem osnaživanja slike maslinarskog turizma regije (Tregua *et al.*, 2018). U okviru ponude maslinarskog turizma analizirana je važnost gastronomskog muzeja maslinova ulja u Turskoj kao jednog od načina zaštite, očuvanja i promocije kulturne baštine koja pridonosi gastronomskom turizmu i ističe gospodarsku vrijednost kulturnog nasljeđa zemlje (Sahini i Aydin, 2017). Zanimljivo je istaknuti primjer Turske gdje unatoč značajnoj količini proizvedenog maslinova ulja postoji tek manji broj poslovnih subjekata koji spajaju ma-

particular place (Millán Vázquez de la Torre *et al.*, 2017). The motivation to participate in olive tourism creates a certain profile among visitors of a particular segment of tourists who want to know more about local products, with a special focus on olive oil in the regions where it is produced (Murgado 2013). A research regarding the motivation to visit an olive oil museum in Extremadura, Spain, found that more than 90% of visitors came from Spain, while 65.4% were tourists residing within the destination. The primary motive for visiting the destination was to get to know the local cuisine ($M = 4.79$) and the culture of extra-virgin olive oils ($M = 4.64$) (Folgado-Fernandez *et al.*, 2019).

A part of the research focuses on the intention of olive growers to expand their activities to tourism-related activities. The olive growers who diversify their agricultural activities in the tourism sector are the ones who contribute to increasing knowledge, consumption and preserving the culture of olive oil and olive growing (Alonso and Krajsic, 2013). The decision to diversify agricultural holdings in tourism is influenced by risk assessment, i.e. the assessment of economy and market conditions, access to resources, including available labour, and lifestyle (Alonso and Northcote, 2011).

A research analysed the offer of olive tourism in the Jaén region, Spain, and the identified main guidelines for future development were the need to incorporate olive tourism into the daily life of the local population, olive oil producers, the local government development strategy, and the need to create a specific brand to empower the image of olive tourism (Tregua *et al.*, 2018). As part of the olive tourism offer, a research analysed the importance of the gastronomic museum of olive oil in Turkey as one of the ways to protect, preserve and promote cultural heritage, which contributes to gastronomic tourism and assigns economic value to the country's cultural heritage (Sahini and Aydin, 2017). An interesting example is Turkey, where, despite

slinarstvo i turizam. U toj zemlji maslinarski turizam još nije potpuno neovisan oblik turizma, već se javlja u sklopu agroturizma (Arikan-Saltik, 2017).

U Hrvatskoj su tijekom proteklih 15-ak godina stvoreni preduvjeti za snažniji razvoj maslinarskog turizma. Važno je bilo povećanje površina pod maslinama, izvršena je obnova starih i napuštenih maslinika, kao i usmjeravanje na proizvodnju ekoloških maslinovih ulja i maslinovih ulja sa zaštićenim oznakama, čime je povećana atraktivnost ovog specifičnog oblika turizma. Istaknuta je važnost berbe maslina kao mogućnost za produženo zapošljavanje sezonske radne snage, s obzirom na to da ona započinje u listopadu, kada značajno opada potreba za radnom snagom u turizmu. Također, dio sezonske radne snage moguće je zaposliti i u aktivnostima predstavljanja proizvoda maslinarskog turizma posjetiteljima (Grković, 2005).

Istraživanja u turizmu pridaju posebnu pažnju motivaciji zbog svoje važnosti u marketinškim procesima, kao što su segmentacija tržišta, razvoj proizvoda, oglašavanje i pozicioniranje (Biegeri Laesser, 2002). Pearce i Caltabiano (1983) sugeriraju da je najpouzdaniji način istraživanja turističke motivacije među turistima koji su posjetili određenu destinaciju. U turističkoj motivaciji primarno razlikujemo dva koncepta, *push* i *pull*. *Push* motivacija predstavlja potrošačeve potrebe, motive i razloge, dok *pull* motivacija odgovara marketinškom poticanju destinacije prema njezinim karakteristikama, oglašavanju i uslugama (Goossens, 2000).

U predstavljenom pregledu literature maslinarskog turizma nedostaje detaljniji pristup motivima u cilju identificiranja potreba posjetitelja. Motivi su dosad pretežito istraživani u kontekstu destinacije gdje bi se povremeno pojavio pokoji motiv vezan za maslinarski turizam. Međutim, duži set *push* i *pull* motiva fokusiranih na razlog posjete pojedinoj aktivnosti, odnosno ele-

the significant amount of olive oil produced, there is only a small number of businesses that combine olive growing with tourism. In Turkey, olive tourism is not yet a completely independent form of tourism, but occurs as part of agritourism (Arikan-Saltik, 2017).

About 15 years ago, guidelines were given for the development of olive tourism in Croatia. It was important to increase the area covered by olive trees as well as the renovation of old abandoned olive groves, and to focus on the production of organic olive oils and olive oils with protected designations, which increased the attractiveness of this form of special interest tourism. The importance of the olive harvest was emphasized as a possibility of extended employment of seasonal labour, given that it begins in October, when the need for labour in tourism decreases significantly. Also, a part of the seasonal workforce can be employed in the service activity of presenting olive tourism products to visitors (Grković, 2005).

A great deal of attention in tourism research is paid to motivation because of its importance in marketing processes, such as market segmentation, product development, advertising, and positioning (Bieger and Laesser, 2002). Pearce and Caltabiano (1983) suggest that the most reliable way to study tourist motivation is in tourists who have visited a particular destination. In tourism motivation, we primarily distinguish between two concepts: *push* and *pull*. The *push* motivation represents the consumer's needs, motives and reasons, while the *pull* motivation corresponds to the marketing incentive of a destination by means of its characteristics, advertising and services (Goossens, 2000).

The presented review of the literature regarding olive tourism lacks a more detailed approach to the motives for the purpose of identifying the needs of visitors. So far, the motives have been predominantly researched in the context of a destination where a few motives related to olive tourism would appear sporadically. However, the authors have not managed to find a longer set of *push* and

mentu maslinarskog turizma, autori nisu pronašli pa je to bio i razlog za provedbu ovog istraživanja.

3. METODOLOGIJA

U cilju osiguranja valjanosti i pouzdanosti istraživačkog procesa, korišteno je nekoliko tehnika, uključujući triangulaciju podataka (DeCrop, 2004).

Podaci za istraživanje prikupljani su pomoću dvije metode: 1) kvalitativni pristup - dubinski intervjui na uzorku posjetitelja muzeja maslinovog ulja s trgovinom i 2) kvantitativni pristup - anketa provedena na uzorku posjetitelja muzeja maslinovog ulja s trgovinom. Muzej maslinovog ulja s trgovinom u Puli izabran je za prikupljanje podataka zbog raznolike ponude sadržaja maslinarskog turizma koje nudi svojim posjetiteljima (edukacija o povijesti i kulturi maslina i maslinova ulja u Istri, kušanje i kupnja različitih vrsta maslinovih ulja iz Istre te drugih proizvoda od maslina). Muzej je podijeljen na tri dijela. Prvi dio sastoji se od trgovine s maslinovim uljima gdje su izložena maslinova ulja 15 istarskih proizvođača. U drugom dijelu predstavljena je povijest istarskog maslinarstva i proizvodnje maslinova ulja putem informativnih ploča, videomaterijala i materijalne kulturne baštine, kao što su kameni mlin i amfore za skladištenje maslinova ulja. Treći dio muzeja sastoji se od degustacijske sale i učionice. Smješten je u centru Pule i lako je dostupan brojnim posjetiteljima ovoga grada koji je poznata destinacija u Istri.

Prva je korištena tehnika dubinski intervjui s posjetiteljima muzeja kako bi se dublje ušlo u problematiku motiva i dizajniralo čestice u upitniku. Istraživači su proveli intervjue na prigodnom uzorku od devet posjetitelja tijekom lipnja 2018. godine. Intervju je bio polustrukturiran i sastojao se od dvije osnovne teme: motivi za posjet muzeju maslinovog ulja s trgovinom i sociodemograf-

pull motives focused on the reason for visiting a particular activity or element of olive tourism, therefore, this was the reason for conducting this research.

3. METHODOLOGY

In order to ensure the validity and trustworthiness of the research design, several techniques were employed, including data triangulation (DeCrop, 2004).

Data sources for this research were collected using two methods: (1) qualitative approach – in-depth interviews with visitors to the olive oil museum with shop, (2) quantitative approach – survey conducted on a sample of visitors to the olive oil museum with shop. The olive oil museum with shop in Pula was chosen for data collection because it offers multiple olive tourism activities to its visitors (discovering the history and culture of olives and olive oil in Istria, tasting and learning about different olive oils from Istria, and purchasing different olive oils from Istrian olive growers, as well as other olive-based products). The museum is divided into three sections. The first section consists of the olive oil shop, where olive oils of about 15 Istrian olive growers are displayed. The second section presents the history of Istrian olive growing and olive oil production through info panels, video materials, and cultural heritage materials such as stone mills and olive oil storage amphoras. The third section is an olive oil tasting and education room. The museum is situated in the centre of Pula, easily accessible to many visitors of the city, and a well-known destination in Istria.

The first employed technique was in-depth interviews with visitors to the olive oil museum with shop to gain a deeper insight into their motives and design the survey items. The researchers conducted the interviews on a purpose sample of nine visitors during June 2018. The interviews were semi-structured and included two primary topics: motives for

ske osobine posjetitelja. Vodeće pitanje korišteno za identifikaciju motiva posjetitelja bilo je: „Možete li opisati svoje motive za posjet muzeju maslinovog ulja s trgovinom?“. Intervjui su snimljeni i vođene su bilješke. Nakon prikupljanja podataka, razgovor je transkribiran i izdvojeni su glavni motivi od strane posjetitelja.

Druga korištena tehnika je metoda ankete. Za dizajniranje upitnika korišteni su rezultati dobiveni iz intervjuja, kao i modificirane čestice Likertove skale za mjerenje motivacije preuzete iz literature o vinskom turizmu (Park *et al.*, 2008; Riviera *et al.*, 2010). Ovaj je pristup izabran s obzirom na sličnost u nekim sociodemografskim varijablama između maslinarskih i vinskih turista (Millán *et al.*, 2018), prema Millán i Pérez (2014). Čestice s riječi *vino* modificirane su kako bi odgovarale kontekstu posjeta muzeju maslinova ulja s trgovinom (npr: „kupiti vino“ je modificirano u „kupiti maslinovo ulje“). Upitnik je testiran na uzorku od 25 osoba kako bi se provjerila valjanost i jasnoća pitanja. Nakon pilot-istraživanja upitnik je preveden na četiri strana jezika: engleski, njemački, talijanski i slovenski, a bila je dostupna i hrvatska verzija upitnika tijekom prikupljanja podataka.

Anketiranje je provedeno od srpnja do rujna 2018. godine putem strukturiranog upitnika na slučajnom uzorku posjetitelja muzeja. Ukupno je podijeljeno 220 upitnika, od čega je 203 valjano ispunjenih upitnika korišteno za analizu podataka. Strukturirani upitnik sastojao se od devet pitanja podijeljenih u dvije sekcije: 1) motivi za posjet maslinarskom muzeju s trgovinom, 2) sociodemografske osobine posjetitelja (godine, spol, prihodi, zanimanje, zemlja dolaska, broj prethodnih posjeta destinaciji, dužina boravka u destinaciji). Podaci su obrađeni koristeći jednovarijantnu, dvovarijantnu i multivarijantnu statistiku u statističkom programu SPSS V21. Jednovarijantnom statistikom opisan je uzorak. Dvovarijantnom statistikom, T-testom provjerena je razlika unutar uzroka. Prije

visiting the olive oil museum with shop and the visitors' socio-demographic characteristics. The main question used to identify the motives of the visitors was: 'Can you please describe your motives for visiting the olive oil museum?' The interviews were recorded, and notes were taken during the interviews. After data collection, the conversations were transcribed, and the main motives iterated by respondents were extracted.

The second technique was the survey method. Results obtained from the first technique were used to design the survey, as well as a modified items scale taken from scientific literature related to wine tourism (Park *et al.* 2008, Rivera *et al.* 2010). This approach was chosen based on the similarity of some socio-demographic variables between the two groups: oleo and wine tourists (Millán *et al.*, 2018), according to Millán and Pérez (2014). Wine question items were modified to fit the context of visiting an olive oil museum with shop (e.g. 'buy wine' was changed to 'buy olive oil'). The questionnaire was then pilot-tested on a sample of 25 people to verify the validity and clarity of the questions. After the pilot-testing process, the survey was translated into four languages: English, German, Italian, and Slovenian, and the Croatian version of the survey was available during data collection as well.

The survey was conducted from July to September 2018 through a structured questionnaire completed by the visitors and employing a visitor intercept methodology. Out of 220 questionnaires distributed at the olive oil museum and shop, 203 valid and complete questionnaires were returned and used in the analysis. The questionnaire consisted of nine questions divided into two sections: (1) motives for visiting the olive oil museum with shop, (2) visitors' socio-demographic characteristics (age, gender, income level, occupation, country of origin, number of previous visits to the destination, and length of stay at the destination). The data was processed using univariate, bivariate, and

obrade t-testom, varijabla zemlja podrijetla je rekodirana u dihotomnu varijablu s dva koda, prvi je zemlja proizvođač maslinova ulja (1) i drugi zemlja koja nije proizvođač maslinova ulja (0). Ovaj je pristup korišten jer maslinovo ulje troše većinom potrošači iz zemalja proizvođača maslinova ulja (Kavallari *et al.*, 2011) i dio je njihove tradicionalne prehrane, što može biti prediktor u mogućim različitostima unutar ove dvije skupine ispitanika. Multivarijatna statistika, odnosno eksplorativna faktorska analiza primijenjena je na česticama motiva s ciljem izdvajanja faktora.

Hrvatska je srednjoeuropska zemlja s izlazom na Jadransko more. Ovaj povoljan zemljopisni položaj, kao i dobra prometna povezanost olakšavaju dolazak do mnogobrojnih destinacija u zemlji. Turizam je jedan od najvažnijih gospodarskih aktivnosti u Hrvatskoj. U 2018. godini Hrvatsku je posjetilo više od 16 milijuna stranih turista, što je četiri puta više od broja hrvatskog stanovništva. Od kraja 1990-ih Hrvatska je imala jednu od najviših stopa rasta turizma u svijetu, a očekuje se da će se taj trend nastaviti (Logar, 2010; prema Svjetskom vijeću za putovanja i turizam [WTTC], 2007). Hrvatska je među najboljim europskim destinacijama s prirodnim bogatstvima svoje mediteranske obale dužine 1.777 kilometra koja je obogaćena s 1.185 otoka, bogate kulturne i povijesne baštine (Christou, 2012). Turizam u Hrvatskoj uglavnom je koncentriran na obalno područje koje je podijeljeno u sedam županija. Sezonalnost turizma u Hrvatskoj općenito se smatra velikom, a smanjenje sezonalnosti zajednički je strateški cilj razvoja hrvatskog turizma (Kozić, 2013).

Hrvatska ima ukupno 18.683 hektara (ha) maslinika (Državni zavod za statistiku, 2018) u kojima je 2017. godine proizvedeno 5.000 tona maslinovog ulja (Međunarodno vijeće za maslinovo ulje, 2017). Ovi podaci o proizvodnji maslinovog ulja svrstavaju Hrvatsku na šesto mjesto među europskim zemljama (iza Španjolske, Grčke, Italije,

multivariate statistics through the statistical program SPSS ver. 26. Univariate statistics were used for a general description of the sample. Bivariate statistics were used by means of a t-test to verify the differences within the sample. Before applying the t-test, the country of origin was recorded as a dichotomous variable in two codes, the first being an olive oil producing country and the second a non-olive oil producing country. This approach was used because olive oil is consumed mainly by people in oil-producing countries (Kavallari *et al.*, 2011) and is part of their traditional diet, which may be a predictor of possible differences within these two groups of respondents. Multivariate statistics, or, more precisely, an exploratory factor analysis was applied to items of motives with the aim of extracting factors.

Croatia is a Central-European Adriatic country. Its convenient geographical position, as well as good traffic connections make it easy to reach its numerous destinations. Tourism is one of Croatia's most important economic activity. In 2018, Croatia was visited by more than 16 million foreign tourists, which is 4 times the country's population. Since the late 1990s, Croatia has had one of the highest tourism growth rates in the world and this trend is expected to continue (Logar, 2010; according to World Travel & Tourism Council [WTTC], 2007). Croatia is among Europe's top destinations, featuring natural attractions of its 1,104-mile-long Mediterranean coastline, interspersed with 1,185 islands, and a rich cultural and historical heritage (Christou, 2012). Tourism activities in the country are mainly centres around the coastal areas, which are divided into seven counties. The seasonality of tourism in Croatia is generally considered high and its reduction is a common strategic objective of Croatian tourism (Kozić, 2013).

Croatia has a total of 18,683 hectares (ha) of surface covered by olive trees (Croatian Bureau of Statistics, 2018) yielding 5,000 tonnes of olive oil (International Olive Oil Council, 2017). This data ranks Croatia the

Portugala i Cipra). Masline se uzgajaju u jadranskom dijelu Hrvatske, gdje se odvija većina turističkih aktivnosti. Hrvatska ima pet maslinovih ulja sa zaštićenim oznakama izvornosti (ZOI) („Maslinovo ulje Istra“ u Istarskoj županiji, „Krčko maslinovo ulje“ i „Ekstra djevičansko maslinovo ulje Cres“ u Primorsko-goranskoj županiji, „Šoltansko maslinovo ulje“ u Splitsko-dalmatinskoj županiji i „Korčulansko maslinovo ulje“ u Dubrovačko-neretvanskoj županiji) (službena mrežna stranica Ministarstva poljoprivrede RH, 2019). Vodeće županije prema površini maslinika su Splitsko-dalmatinska (4.898 ha) i Istarska (3.648 ha). Prema istraživanju identificiranih elemenata maslinarskog turizma u Hrvatskoj, Istarska je županija jedna od vodećih prema sljedećim elementima: (1) 14 uljara otvorenih za posjetitelje, (2) 108 maslinarskih gospodarstava otvorenih za posjetitelje, (3) pet manifestacija povezanih s maslinama i maslinovim uljem, (4) pet trgovina s maslinovim uljem, (5) jedna cesta maslinova ulja, (6) jedno maslinovo ulje sa ZZP-om i (7) jedan muzej maslinova ulja (Čehić *et al.*, 2020).

Maslinarstvo u Istarskoj županiji značajno se razvilo u posljednja dva desetljeća uslijed provedbe razvojnih projekata usmjerenih na povećanje površina pod maslinicima i na povećanje kvalitete maslinovog ulja. Istru karakterizira pedoklimatski utjecaj sjeverno mediteranskog područja na uzgoj maslina, što rezultira visokokvalitetnim i posebnim maslinovim uljima, bogatim nezasićenim masnim kiselinama (Benčić, 2000; Aparicio *et al.*, 1994). Ti su razlozi utjecali da Istra bude proglašena jednom od najboljih maslinarskih regija na svijetu prema svjetskom vodiču za ekstra djevičanska maslinova ulja „Flos Olei“, (Oreggia, 2019). Dodatno, Istra je najposjećenija županija u Hrvatskoj s više od četiri milijuna turista u 2018. godini, odnosno 22% ukupnih posjeta u Hrvatskoj (Dolasci i noćenja turista po zemlji dolazaka u Istri za 2018). Istarska županija značajno ulaže u turizam, najvažnije i najbrže rastuće

sixth among Europe's top olive oil production countries (behind Spain, Greece, Italy, Portugal and Cyprus). Olives are primarily grown in the Adriatic part of Croatia where most tourism activities take place. Croatia has five olive oils with protected designations of origin (PDO) (*Maslinovo ulje Istra* in the Istria County, *Krčko maslinovo ulje* and *Ekstra djevičansko maslinovo ulje Cres* in the Primorje-Gorski Kotar County, *Šoltansko maslinovo ulje* in the Split-Dalmatia County and *Korčulansko maslinovo ulje* in the Dubrovnik-Neretva County (Official pages of the Ministry of Agriculture, 2019). The two leading counties in terms of surface covered by olive trees are the Split-Dalmatia County (4,898 ha) and the Istria County (3,648 ha). Based on previous research on the identified elements of olive tourism in Croatia, the Istria County is one of the leading counties in terms of the following elements: (1) 14 olive mills open for visitors, (2) 108 olive farms open for visitors, (3) five events related to olives and olive oil, (4) five olive oil shops, (5) one olive oil road, (6) one olive oil with PDO, and (7) one olive oil museum (Čehić *et al.*, 2020).

The olive sector in the Istria County has rapidly grown in the last two decades through different development projects focussed on increasing the areas covered by olive trees. Istria is characterised by the pedoclimatic effect of the north Mediterranean area on olive trees which results in high-quality and distinct olive oils rich in unsaturated fatty acids (Benčić, 2000; Aparicio *et al.*, 1994). For these reasons, Istria has been declared one of the best olive oil regions in the world by *Flos Olei*, a guide to the world of extra virgin olive oil (Oreggia, 2019). In addition, this represents the most visited county in Croatia, with more than 4 million tourists in 2018, accounting for over 22% of the total visits to Croatia. The Istrian peninsula is situated in the northern part of the Adriatic Sea and is one of the Mediterranean destinations closest to Central European countries. Istria invests major efforts into tourism, its

tržište u koje se polažu velike nade za ukupni razvoj regije (Žužić, 2014).

most important and fastest-growing market, on which the greatest hopes for the region's development have been placed (Žužić, 2014).

4. REZULTATI I RASPRAVA

4.1 Rezultati dubinskih intervjuja

Ukupno je devet posjetitelja sudjelovalo u dubinskom intervjuu. Sociodemografske osobine posjetitelja i njihovi glavni motivi posjeta muzeju maslinovog ulja s trgovinom prikazani su u Tablici 2.

4. RESULTS AND DISCUSSION

4.1 In-Depth Interview Results

A total of nine visitors participated in the in-depth interviews. Their socio-demographic characteristics and main motives for visiting the olive oil museum and shop are presented in Table 2.

Tablica 2: Rezultati dubinskih intervjuja

Broj ispitanika	Spol	Dob	Razina obrazovanja	Zemlja dolaska	Glavni motiv za posjet muzeju
1	Muški	32	Fakultet	Italija (zemlja proizvođač maslinova ulja)	„Volim visokokvalitetne proizvode, kao što je ekstra djevičansko maslinovo ulje i želim ih kupiti.“
2	Ženski	32	Fakultet	Hrvatska (zemlja proizvođač maslinova ulja)	„Bila sam znatiželjna posjetiti muzej, kušati i kupiti maslinovo ulje.“
3	Muški	35	Fakultet	Italija (zemlja proizvođač maslinova ulja)	„...obogatiti svoje znanje i kušati maslinovo ulje...“
4	Ženski	37	Fakultet	Italija (zemlja proizvođač maslinova ulja)	„...dublje učiti o kulturi maslina i kušati maslinova ulja...“
5	Ženski	60	Fakultet	Italija (zemlja proizvođač maslinova ulja)	„...kušanje i kupnja maslinova ulja...“
6	Ženski	34	Fakultet	Njemačka (zemlja neproizvođač maslinova ulja)	„Maslinovo ulje je zdrav proizvod, ova regija je poznata po proizvodnji maslinova ulja. Želim ga kupiti i učiti o njemu.“
7	Ženski	49	Srednja škola	Njemačka (zemlja neproizvođač maslinova ulja)	„...provesti slobodno vrijeme tijekom odmora...“
8	Muški	53	Fakultet	Velika Britanija (zemlja neproizvođač maslinova ulja)	„...kušanje i kupnja maslinova ulja...“
9	Muški	54	Srednja škola	Njemačka (zemlja neproizvođač maslinova ulja)	„...naučiti više o povijesti i proizvodnji maslinova ulja...“

Vlastiti izvor

Table 2: In-depth interview results

Number of respondents	Gender	Age	Education level	Country of origin	Main motive for visiting the museum
1	Male	32	College	Italy (olive oil producing country)	"I love high quality products such as extra virgin olive oil and I want to buy it..."
2	Female	32	College	Croatia (olive oil producing country)	"...I was curious to visit the museum and taste, and purchase olive oil..."
3	Male	35	College	Italy (olive oil producing country)	"...enrich my knowledge and taste olive oil..."
4	Female	37	College	Italy (olive oil producing country)	"...intense study of olive culture and tasting olive oil..."
5	Female	60	College	Italy (olive oil producing country)	"...taste and purchase olive oil..."
6	Female	34	College	Germany (olive oil non-producing country)	"Olive oil is healthy food and this region is famous for olive oil production. I want to purchase it and learn about it..."
7	Female	49	High school	Germany (olive oil non-producing country)	"...spend free time during our holiday..."
8	Male	53	College	UK (olive oil non-producing country)	"...tasting and purchasing olive oil..."
9	Male	54	High school	Germany (olive oil non-producing country)	"...learn more about olive oil history and production..."

Own source

Podaci pokazuju da je prosječni profil posjetitelja muzeja maslinovog ulja s trgovinom ženska osoba, ima 43 godine, s fakultetskim obrazovanjem, što se u varijablama spol i razina obrazovanja podudara s istraživanjem López Guzman *et al.* (2016). Glavni su identificirani motivi za posjet muzeju maslinovog ulja s trgovinom učenje, kušanje i kupnja maslinova ulja.

4.2 Rezultati ankete

Za identifikaciju profila posjetitelja muzeja maslinovog ulja s trgovinom korištena je jednovarijantna statistika. Udio ženskih ispi-

The data shows that the general profile of the olive oil museum and shop visitor is female, on average 43 years of age with a college degree, which falls in line with the research by López Guzman *et al.* (2016) in respect to gender and education level. The main motives identified for visiting the olive oil museum and shop were to learn about, taste and purchase olive oil.

4.2 Survey Method Results

Univariate statistics were used to identify the profile of visitors to the olive oil museum with shop. The share of female respondents

tanika (60,3%) nešto je veći od muških, većina posjetitelja ima između 26 i 40 godina (50,7%) te imaju fakultetsko obrazovanje ili više (93,6 %). Ispitanici imaju različite statusse s obzirom na zanimanja, većina ih je zaposlena (65,8%) te pretežno dolaze iz Njemačke (29%), oko 19% iz Velike Britanije, 11% iz Francuske i 10% iz Italije. Većina ispitanika ima mjesečne prihode veće od 2.500 eura (41,6%). S obzirom na osobine ponašanja na putovanju, većina je prvi put u Hrvatskoj (60%), a u destinaciji borave pretežno osam i više dana (58%). Na temelju dobivenih rezultata, prosječni posjetitelj muzeja je zaposlena mlada ženska osoba s visokim obrazovanjem i mjesečnim prihodom većim od 2.500 eura. Dobiveni profil djelomično odgovara istraživanju López-Guzmán *et al.* (2016), čiji su rezultati opisali sljedeći profil turista koji sudjeluju u maslinarskom turizmu: ženska osoba s fakultetskim obrazovanjem, starija od 60 godina, s prihodima između 1.501 i 2.500 eura mjesečno. Razlike profila između ove dvije studije u pogledu dobi mogu se objasniti ograničenjem u studiji López-Guzmán *et al.* (2016), gdje su anketirani posjetitelji dolazili na lokacije prikupljanja upitnika putem organiziranih grupa, za razliku od ovog istraživanja, gdje su anketirani posjetitelji dolazili individualno na mjesto gdje je provedeno istraživanje. Sličan profil identificiran je i u prethodnim istraživanjima gastroturista, gdje su zajedničko obilježje visoka razina obrazovanja (Everett i Aitchison, 2008) i turisti uključeni u aktivnosti maslinarskog turizma (Folgado-Fernandez *et al.*, 2019).

T-test korišten je kako bi se istražile moguće razlike između posjetitelja na razini značajnosti od 95%. Značajne razlike pronađene su između zemlje podrijetla posjetitelja i njihovih motiva za posjet muzeju maslinovog ulja s trgovinom. Turisti iz zemalja neproizvođača maslinova ulja (Njemačka, Velika Britanija, itd.) i turista iz zemalja proizvođača maslinova ulja (Francuska, Italija, itd.) pokazuju značajnu međusobnu razliku, s

(60.3%) was slightly higher than male ones; most visitors were between 26 and 40 years old (50.7%), and possessed higher education such as college or higher (93.6%). The occupational statuses of the respondents were different; most of them were employed (65.8%), and coming from Germany (29%), about 19% from the UK, 11%, from France and 10% from Italy. In the case of most respondents, monthly incomes were higher than 2,500 euros (41.6%). Given the characteristics of travel behaviour, most respondents were visiting Croatia for the first time (60%), and mostly stayed in the destination for 8 days or more (58%). Based on the field results, the average museum visitor was a young female with higher education, who is employed and has a monthly income higher than € 2,500. The obtained profile partially falls in line with the research by López-Guzmán *et al.* (2016), the results of which provided the following profile of tourists involving in olive tourism: females with a university education, 60 years old or more and earning between 1,501 and 2,500 € per month. The profile differences between these two studies in terms of age can be explained by a limitation in the study by López-Guzmán *et al.* (2016), since the surveyed visitors came to survey points through organised groups, as opposed to this research, where the surveyed visitors came to the survey point individually. A similar profile has been identified in previous studies of gastro-tourists, where the common feature was a high level of education (Everett and Aitchison, 2008) and tourists involved in olive tourism activities (Folgado-Fernandez *et al.*, 2019).

The t-test statistics were applied to examine any significant differences between the visitors, at the confidence interval percentage of 95%. A significant difference was found between visitors' countries of origin and their motives for visiting the olive oil museum with shop. Tourists from olive oil non-producing countries (Germany, UK, etc.) and tourists from olive oil producing countries (France, Italy, etc.) showed signifi-

obzirom na njihove motive za posjet muzeju maslinovog ulja s trgovinom (Tablica 3). cant differences in terms of their motives for visiting the olive museum with shop (Table 3).

Tablica 3: Rezultati T-testa, razlike između zemlje dolaska i motivacije za posjet muzeju maslinovog ulja s trgovinom

Čestica	Turisti iz zemalja proizvođača maslinova ulja		Turisti iz zemalja neproizvođača maslinova ulja		T-test vrijednosti	Razina značajnosti (p)
	Srednja vrijednost	(SD)	Srednja vrijednost	(SD)		
Naći maslinovo ulje sa ZOI-om	4,14	0,84	3,39	1,17	2,919	0,000
Naći visoko kvalitetno maslinovo ulje	4,68	0,47	4,21	1,05	3,273	0,000
Naći maslinovo ulje u zemlji proizvodnje	3,95	0,78	3,11	1,14	2,385	0,000
Naći zdravi proizvod	3,89	1,063	3,86	1,151	0,554	0,893
Provesti slobodno vrijeme	3,58	0,889	3,57	0,867	1,147	0,963
Kušati maslinovo ulje	4,68	0,47	4,29	0,84	4,595	0,000
Kupiti maslinovo ulje	3,88	0,63	4,01	0,58	3,487	0,000
Opustiti se	3,95	0,837	3,36	1,064	4,548	0,001
Učiti o maslinama i kulturi maslinova ulja	4,27	0,94	4,05	0,64	3,923	0,000
Obogatiti životno iskustvo	4,16	0,823	3,96	0,758	1,230	0,185

Vlastiti izvor

Table 3: Results of t-test differences between country of origin and motivation to visit the olive oil museum with shop

Items	Tourist from olive oil producing countries		Tourist from olive oil non-producing countries		t-test value	Level of significance (p)
	Mean	(SD)	Mean	(SD)		
Finding olive oil with PDO	4.14	0.84	3.39	1.17	2.919	0.000
Finding high-category olive oil	4.68	0.47	4.21	1.05	3.273	0.000
Finding olive oil in country of production	3.95	0.78	3.11	1.14	2.385	0.000
Finding healthy food	3.89	1.063	3.86	1.151	0.554	0.893
To spend free time	3.58	0.889	3.57	0.867	1.147	0.963
To taste olive oil	4.68	0.47	4.29	0.84	4.595	0.000
To buy olive oil	3.88	0.63	4.01	0.58	3.487	0.000
To relax	3.95	0.837	3.36	1.064	4.548	0.001
To learn about olives and olive oil culture	4.27	0.94	4.05	0.64	3.923	0.000
To enrich life experience	4.16	0.823	3.96	0.758	1.230	0.185

Own source

Dobivene srednje vrijednosti za turiste iz zemalja proizvođača maslinovog ulja pokazuju nešto veću motivaciju za posjet muzeju maslinovog ulja s trgovinom. Kultura uzgoja maslina i konzumacije maslinova ulja usko je vezana uz mediteranski prostor, što može biti objašnjenje zašto postoji statistički značajna razlika između ove dvije skupine turista s obzirom na zemlju dolaska. Motiv kupnje maslinova ulja važniji je posjetiteljima iz zemlje neproizvođača tijekom boravka u mediteranskoj destinaciji ponajprije jer takav proizvod nije originalno proizveden u njihovim zemljama. Sličan rezultat dobiven je i u studiji Sabbatini *et al.* (2016). Dodatno, rezultati istraživanja López-Guzmán *et al.* (2016) utvrđuju statistički značajnu razliku između zemlje dolaska turista i dnevne potrošnje maslinovog ulja.

4.3 Eksplorativna faktorska analiza (EFA)

Deset čestica za opis motivacije prilagođenih kontekstu muzeja maslinovog ulja s trgovinom, dane su posjetiteljima da označe važnost na 5-stupanjskoj skali (1 = uopće nije važno, 5 = jako je važno). Glavni motivi za posjetitelje prikazani su u Tablici 4.

The obtained mean values for tourists from olive oil producing countries show somewhat higher motivation for visiting the olive oil museum and shop. The culture of olive growing and olive oil consumption is closely connected to the Mediterranean area, and this may be a logical explanation for a statistically significant difference between these two groups of tourists with respect to the country of origin. The motive for buying olive oil is more important to visitors from non-producing countries during their stay in a Mediterranean destination, primarily because such a product was not originally produced in their countries; a similar result was obtained in a study (Sabbatini *et al.*, 2016). In addition, the research results of López-Guzmán *et al.* (2016) found a statistically significant difference between the tourist country of origin and daily consumption of olive oil.

4.3 Exploratory Factor Analysis (EFA)

Ten survey items concerning motivation adapted to the context of the olive oil museum and shop were provided to visitors, asking them to indicate their importance on a 5-point scale (1 = not at all important, 5 = very important). The top motivation items for visitors are presented in Table 4.

Tablica 4: Glavne četiri čestice motiva za posjetitelje muzeja maslinovog ulja s trgovinom

Redoslijed	Motiv	Srednja vrijednost (M)
1	Kušati maslinovo ulje	4,40
2	Naći maslinovo ulje visoke kategorije	4,35
3	Učiti o maslinama i kulturi maslinova ulja	4,12
4	Obogatiti životno iskustvo	4,01

Vlastiti izvor

Table 4: Top four motive items for olive oil museum and shop visitors

Rank	Motives	Mean
1	Taste olive oil	4.40
2	Find high-category olive oil	4.35
3	Learn about olives and olive oil culture	4.12
4	Enrich one's life experience	4.01

Own source

Glavna motivacija posjetitelja vezana je izravno uz proizvod – maslinovo ulje, odnosno njegovo kušanje i potraga za proizvodom visoke kategorije. Motiv degustacije odnosno kušanja jedan je od najčešćih razloga za sudjelovanjem u nekom od oblika gastro-turizma (Velissariou i Vasilaki, 2014; Çanakçı, 2020). Druge dvije četice motivacije opisuju potrebu za edukacijom o maslinama i maslinovim uljem te obogaćivanje životnog iskustva. Ovakav stupanj motivacije može se objasniti teorijom privlačenja i potiskivanja. Unutarnja motivacija posjetitelja za maslinovim uljem mogla bi biti zadovoljena ponudom muzeja maslinovog ulja s trgovinom koji pruža raznolike aktivnosti maslinarskog turizma, kao što su kušanje, kupovina, proizvod s dodatnom vrijednošću, povijest i edukacije vezane uz maslinovo ulje.

S obzirom na to da dostupna literatura ne posjeduje reference primjenjive za muzej maslinovog ulja s trgovinom, autori smatraju da je za analizu podataka primjerena EFA s metodom analize glavnih komponenti. Veličina uzorka od 203 ispitanika prihvatljiva je za primjenu EFA-e (Hair *et al.*, 1995, citirano u Williams *et al.*, 2010). Rezultat testa Kaiser-Meyer-Olkin (KMO) bio je dovoljan pri .62 (Tabachnick i Fidell, 2013) i označuje da EFA može biti primjerena za ovaj skup podataka, budući da se temelji na sposobnosti glavnih komponenti da objasne kumulativne varijance u podacima. Bartlettov test sfernosti pokazao je da je ukupna korelacijska matrica značajna ($p < .000$). Za interpretaciju rezultata korišten je EFA-in dijagram prijevoja (Scree plot) i faktori veći od 1. Nakon Varimax rotacije, svih deset čestica je zadržano u trikomponentnom rješenju koje objašnjava 55,09 % ukupne varijance (Tablica 5).

For visitors, the main motivation is related directly to the product – olive oil, to taste the product and find high-category products. The motive of tastings is one of the most common reasons for participating in some gastronomic forms of tourism (Velissariou and Vasilaki, 2014; Çanakçı, 2020). Other two motivation items describe the need to learn more about olives and olive oil and to enrich life experience. This rank of motivation can be explained by the push-and-pull theory, where visitors' internal push motivation for olive oil could be satisfied by the pull of olive oil museum with shop providing a variety of olive tourism activities such as tasting, purchasing products with added value, history of olive oil and learning activities related to olive oil.

Given that the literature contains no previous references to olive oil museums with shops, the authors rationalised that the EFA, the principal components method, was appropriate for data analysis. The sample size of 203 respondents is acceptable for the application of the EFA (Hair *et al.*, 1995, cited by Williams *et al.*, 2010). The Kaiser-Meyer-Olkin (KMO) test result was sufficient at .62 (Tabachnick and Fidell, 2013), indicating that an EFA may be useful with this data set, based on the ability of the underlying components to explain common variance in the data. Bartlett's test of sphericity showed that the overall correlation matrix was significant ($p < .000$). With regard to the interpretation of results, EFA uses a screen plot and factor requirement for eigenvalues greater than 1. After the Varimax rotation, all ten items were retained in a three-component solution, which represented a total of 55.09% of the total cumulative variance (Table 5).

Tablica 5: Razumijevanje motivacijskih faktora kod posjetitelja maslinarskog muzeja s trgovinom

Faktor/čestica (% objašnjenje varijance)	Srednja vrijednost	SD	Faktorska opterećenja	Cronbachov alfa koeficijent
Faktor 1: <i>Značajke maslinova ulja</i> (26,78 %)				.712
Naći maslinovo ulje sa ZOI-om	3,60	1,14	0,70	
Naći visokokvalitetno maslinovo ulje	4,35	0,95	0,67	
Naći maslinovo ulje u zemlji proizvodnje	3,34	1,11	0,66	
Naći zdravi proizvod	3,90	1,12	0,58	
Faktor 2: <i>Uživanje</i> (15,29 %)				.614
Provesti slobodno vrijeme	3,58	0,86	0,68	
Kušati maslinovo ulje	4,40	0,78	0,52	
Kupiti maslinovo ulje	3,95	0,57	0,54	
Opustiti se	3,58	1,03	0,50	
Faktor 3: <i>Novosti</i> (13,02 %)				.592
Učiti o maslinama i kulturi maslinova ulja	4,12	0,74	0,84	
Obogatiti životno iskustvo	4,01	0,76	0,50	

Vlastiti izvor

Table 5: Understanding the motivational factors of olive oil museum and shop visitors

Factor/item (% of explained variance)	Mean	SD	Factor loading	Cronbach α
Factor 1: <i>Olive oil features</i> (26.78%)				0.712
Finding olive oil with PDO	3.60	1.14	0.70	
Find high-category olive oil	4.35	0.95	0.67	
Finding olive oil in country of production	3.34	1.11	0.66	
Finding healthy food	3.90	1.12	0.58	
Factor 2: <i>Enjoyment</i> (15.29%)				0.614
Spend free time	3.58	0.86	0.68	
Taste olive oil	4.40	0.78	0.52	
Buy olive oil	3.95	0.57	0.54	
Relax	3.58	1.03	0.50	
Factor 3: <i>Novelties</i> (13.02%)				0.592
Learn about olive and olive oil culture	4.12	0.74	0.84	
Enrich life experience	4.01	0.76	0.50	

Own source

Prva faktorska dimenzija, nazvana „Značajke maslinova ulja”, objašnjava 26,78% ukupne varijance. Komponenta „Značajke maslinova ulja” sastoji se od četiri čestice koje opisuju različite atribute maslinova ulja vezane za njegove osobine koje potiču posje-

The first factor dimension is labelled ‘*Olive oil features*’ and accounts for 26.78% of total variance. The factor ‘*Olive oil features*’ consists of four items describing different attributes of olive oil which incentivise visitors to see the olive oil museum and

titelje da posjete muzej maslinova ulja s trgovinom. Pozitivni odgovori na čestice osobine maslinova ulja kao što su „Naći maslinovo ulje sa ZOI-om“, „Naći visokokvalitetno maslinovo ulje“, „Naći maslinovo ulje u zemlji proizvodnje“, „Naći zdravi proizvod“ mogu predstavljati snagu dodanih vrijednosti osobina za proizvode kao što je maslinovo ulje, koje je glavni sastojak u tradicionalnoj mediteranskoj prehrani (López-Miranda *et al.*, 2010). Druga komponenta „Uživanje“ objašnjava 15,29% od ukupne varijance. „Uživanje“ je opisano s četiri čestice: „Provesti slobodno vrijeme“, „Kušati maslinovo ulje“, „Kupiti maslinovo ulje“ i „Opustiti se“. Čestice „Provesti slobodno vrijeme“ i „Opustiti se“ mogu označavati potrebu destinacije da osigura posjetiteljima višedimenzionalni turistički proizvod koji omogućuje turistima odabir željene aktivnosti za provođenje slobodnog vremena. Čestice „Kušati maslinovo ulje“ i „Kupiti maslinovo ulje“ usko su vezane za proizvod - maslinovo ulje. Nadalje, ove čestice mogu označiti potrebu da se trgovine s maslinovim uljima ugrade u tematske muzeje maslina kako bi se osigurala cjelovita ponuda maslinarskog turizma. Ovi rezultati mogu biti dobar vodič za buduće planiranje ponude maslinarskih muzeja.

Posljednja komponenta, „Novosti“, označuje motiv otkrivanja nečeg novog i fokusira se na želju posjetitelja da posjete muzej maslinova ulja s trgovinom s ciljem učenja o maslinovom ulju i obogaćivanja životnog iskustva. Ova komponenta objašnjava 13,02% ukupne varijance.

Identificirane komponente podudaraju se s motivima u vinskom turizmu, još jednog oblika gastroturizma sličnom maslinarskom turizmu (Orgaz-Agüera *et al.*, 2017; Williams *et al.*, 2014). Motivi kušanja, kupovine, učenja i opuštanja identificirani su i u zahtjevima za vinskim turizmom (Yuan *et al.*, 2005, prema Mitchell *et al.*, 2000; Charters i Ali-Knight, 2000; Bruwer, 2002).

shop. Positive responses to the items of olive oil characteristics such as *'finding olive oil with PDOs'*, *'finding high category olive oil'*, *'finding olive oil in country of production'*, *'finding healthy food'* can indicate the power of the added value characteristics of products such as olive oil, which is a main ingredient of traditional Mediterranean diet (López-Miranda *et al.*, 2010). The second factor is *'Enjoyment'* and accounts for 15.29% of the total variance. This factor consists of four motive items, *'Enjoyment'* is described with four items: *'Spend free time'*, *'Taste olive oil'*, *'Buy olive oil'*, and *'Relax'*. The items *'Spend free time'* and *'Relax'* may indicate the necessity for a destination to provide a multidimensional tourist product enabling tourists to choose their preferred leisure time activities. The items *'Taste olive oil'* and *'Buy olive oil'* are closely related to the olive oil product. In addition, these items may indicate the necessity of incorporating olive oil shops into olive-themed museums to provide a complete olive tourism product. These results could be a good driver for designing future olive museum supply.

The last factor, *'Novelties'*, refers to the motive of discovering something new and indicates the visitors' desire to see the olive oil museum and shop, encompassing learning about olive oil and enriching one's life experience. This factor accounts for 13.02% of the total variance.

The dimensions of the identified components correspond with the motives in wine tourism, as it is another form of gastro-tourism that is similar to olive tourism (Orgaz Agüera *et al.*, 2017; Williams *et al.*, 2014). The motives of tasting, buying, learning and relaxation have been identified in the wine tourism demand (Yuan *et al.*, 2005, according to Mitchell *et al.*, 2000; Charters and Ali-Knight, 2000; Bruwer, 2002).

5. ZAKLJUČAK

Cilj rada bio je utvrditi motivaciju posjetitelja za posjetom muzeja maslinovog ulja s trgovinom na području Istarske županije kao regije s dugom tradicijom uzgoja maslina i proizvodnje maslinova ulja. Studija donosi informacije o posjetiteljima muzeja maslinovog ulja s trgovinom, identificirajući njihov profil i motive. Podaci su prikupljeni pomoću triangulacije, odnosno kombinacijom kvalitativne i kvantitativne metodologije s ciljem dubljih i preciznijih istraživačkih nalaza. Rezultati pokazuju da je prosječan posjetitelj mlada ženska osoba, visokoobrazovana, zaposlena, s mjesečnim primanjima većim od 2.500 eura, koja prvi put dolazi u Hrvatsku i boravi osam ili više dana u destinaciji, što u pojedinim varijablama odgovara nalazima dosadašnjih istraživanja.

Analizom rezultata utvrđena je značajna razlika u motivima posjeta muzeju maslinovog ulja i trgovine, s obzirom na zemlje dolaska turista. Zemlja dolaska turista može biti ključni faktor u planiranju maslinarskog turizma. Kultura prehrane u ovom slučaju ima značajan utjecaj, ponajprije činjenica da je maslinovo ulje osnovni element mediteranske prehrane, a posjetitelji iz zemalja proizvođača bliski su s proizvodom, za razliku od ostalih kojima maslinovo ulje nije tradicionalna namirnica. Posjetitelji iz zemalja proizvođača maslinova ulja više vrednuju većinu motiva za posjet muzeju, osim motiva kupnje maslinova ulja koji je važniji posjetiteljima iz zemalja neproizvođača maslinova ulja. „Kušati maslinovo ulje“ najviše je rangiran motiv za posjet muzeju maslinovog ulja s trgovinom. S EFA-om identificirane su tri motivacijske komponente nazvane: „Značajke maslinovog ulja“, „Uživanje“ i „Novosti“. Ovim komponentama mogu se objasniti različiti razlozi posjećivanja muzeja maslinovog ulja s trgovinom i potreba da upravitelji muzeja zadovolje te zahtjeve.

Studija je pokazala potencijal ovog oblika turističke aktivnosti za mediteranske turi-

5. CONCLUSION

The aim of the paper was to determine the motivation of visitors for visiting the olive oil museum with an integrated store in the Istria County, as a region with a long tradition of olive growing and olive oil production. This study provides information about the visitors to an olive oil museum with shop, identifying their profiles and motives. The data was collected using triangulation, i.e. the combination of qualitative and quantitative methodology with the aim of more thorough and more accurate research findings. Its results indicate that the average visitor is a young female, who is highly educated, employed with a monthly income higher than € 2,500, who is visiting Croatia for the first time, and who stays eight days or more at a destination. Which, in the case of some variables, corresponds to the findings of previous research.

The result analysis identified a significant difference in the motives for visiting the olive oil museum and shop among tourist countries of origin. The tourist country of origin can be a key factor in planning olive tourism. The culture of nutrition has a significant impact in this case, especially the fact that olive oil is a basic element of the Mediterranean diet, and visitors from producer countries are close to the product, unlike others for whom olive oil is not traditionally the primary source of fat in their diet. Visitors from olive oil-producing countries assign more value to most of the motives for visiting the museum, except for the motive of buying olive oil, which is more important to visitors from non-olive-oil-producing countries.

With regard to the motives, the item ‘*Taste olive oil*’ is the highest-rated motive for visiting the olive oil museum with shop. Three motivation components extracted with EFA are: ‘*Olive oil features*’, ‘*Enjoyment*’ and ‘*Novelties*’. These components may account for different reasons for visiting olive oil museum with shop and the need to satisfy this demand on part of the museum manager.

stičke destinacije i područja uzgoja maslina. Vrijednost ovog empirijskog istraživanja ima teorijski i praktični doprinos. U istraživanju je predložena i prilagođena mjerna ljestvica s česticama koje odgovaraju različitim aktivnostima koje mogu privući turiste da posjete muzej maslinovog ulja s trgovinom. Paralelno, rezultati ovog istraživanja mogu dati praktičan doprinos u razvoju ponude temeljene na potrebama turista koji sudjeluju u maslinarskom turizmu te detaljne smjernice za planiranje ponude muzeja maslinovog ulja u kojem je važno posjetiteljima ponuditi i mogućnost kupnje maslinova ulja.

Autori žele istaknuti važnost budućih istraživanja o maslinarskom turizmu koji vodi međusobnom povezivanju te razvoju ruralnog, poljoprivrednog i turističkog sektora na lokacijama uzgoja maslina. Nova istraživanja trebala bi biti usredotočena na dublje istraživanje interesa posjetitelja za aktivnosti povezane s maslinarskim turizmom i na pronalaženje razlika među njima da bi se stvorio turistički proizvod koji će zadovoljiti potrebe posjetitelja. Potrebna su dodatna istraživanja kako bi se stvorile posebne marketinške strategije povezane s maslinarskim turizmom za tržišne segmente različitih emativnih zemalja, bilo da su iz zemlje proizvođača maslinovog ulja ili ne. U budućim istraživanjima svakako se preporučuje korištenje klaster-analize.

Through this study, we show the potential of this relatively novel form of tourism activities for Mediterranean tourism destinations and olive growing area. The value of this empirical study lies in its theoretical and practical contribution. In this research, the measurement scale is proposed and adapted with items regarding different features that can attract tourists to the olive oil museum with shop. The reliability of the proposed scale is acceptable and applicable for measuring motivation in other activities within the realm of olive tourism. Also, at the same time, the findings of this research can provide a practical contribution in developing the offer based on the needs of tourists involved in olive tourism, and detailed guidelines for planning the offer of the olive oil museum, where it is important to offer visitors the possibility of buying olive oil.

The authors would like to highlight the importance of future research focusing on olive tourism leading to the connection of rural, agricultural and tourism development in olive growing areas. New research should be focused on a deeper exploration of visitors' interest in attractions related to olive tourism and on finding differences between them in order to create a tourist product which will satisfy the visitors' needs. Additional research is needed in this field to create specific marketing strategies related to olive tourism for market segments of different tourist countries of origin, primarily according to them being olive oil producing countries or not. The use of cluster analysis is definitely recommended in any future research.

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